Message Text

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PAGE 01 STOCKH 02710 271252Z ACTION EUR-12

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R 271139Z JUN 77

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 941

UNCLAS STOCKHOLM 2710

E.O. 11652: N/A TAGS: BEXP, SW

SUBJECT: COMMERCIAL INVITATION: MRS. MARIANNE BERMAN OF BARNTEX

AΒ

- 1. WE HAVE ISSUED A COMMERCIAL INVITATION TO MRS. MARIANNE BERMAN OF BARNTEX AB, HORNSGATAN 124, BOX 9107, S-102 72 STOCKHOLM. MRS. BERMAN IS INTERESTED IN SPORTSCLOTHING FOR CHILDREN AND TEENAGERS AND WOULD LIKE TO GET IN TOUCH WITH SUPPLIERS OF SWEATHIRTS, T-SHIRTS, SHIRTS, JEANS, IN COTTON OR COTTON/SYNTHETIC MATERIALS.
- 2. BARNTEX AB WAS ESTABLISHED IN 1962, HAS SHARE CAPITAL OF SKR 500 THOUSAND AND ANNUAL TURNOVER OF APPROXIMATELY SKR 58 MILLION. IT IS A VOLUNTARY CHAIN AND PURCHASING ORGANIZATION FOR 52 RETAILERS OF CHILDREN'S AND TEENAGER'S APPAREL. SALES AREAS INCLUDE SWEDEN (80 PERCENT) AND NORWAY (20 PERCENT). A BRANCH OFFICE IS LOCATED IN SANDNES, NORWAY. MANAGING DIRECTOR IS MR. RUNE HOLGATE. ACCORDING TO LOCAL CREDIT SOURCES, THE COMPANY IS FINANCIALLY SOUND AND HAS MET BUSINESS OBLIGATIONS SATISFACTORILY.
- 3. MRS. BERMAN WILL ARRIVE IN SAN FRANCISCO ON JULY 19 AND PLANS TO STAY THERE UNTIL JULY 24. SHE WILL THEN GO TO NEW YORK FOR THE PERIOD UNCLASSIFIED

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JULY 24 AND 31. SHE PLANS TO VISIT
THE SAN FRANCISCO AND THE NEW YORK DISTRICT
OFFICES. APPROPRITE ASSISTANCE WOULD BE APPRECIATED.

4. MRS. BERMAN'S US MAILING ADDRESSES ARE: HOTEL BEDROFD, 761 POST STREET, SAN FRANCISCO, CA (JULY 19-24); HOTEL ROOSEVELT, 45TH STREET/ MADISON AVENUE, NEW YORK,N.Y. (JULY 25-31). PERRY

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Message Attributes

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Subject: COMMERCIAL INVITATION: MRS. MARIANNE BERMAN OF BARNTEX AB

TAGS: BEXP, SW, US, (BERMAN, MARIANNE)

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